



# Economic and demographic analysis

This comprehensive analysis begins with an overview of the Kingdom of Saudi Arabia (population, income, spending, economic indicators), and then moves on to a detailed analysis of the various regions (Eastern Province, Abha/Asir, Jazan, Tabuk, Yanbu/Madinah, Hail, Medina, Mecca), focusing on the key cities within each region.





## Mission

Our company aims to create unforgettable entertainment experiences that stimulate joy, imagination, and a sense of community through innovative storytelling, celebration of cultural heritage, and distinctive design.

## Vision

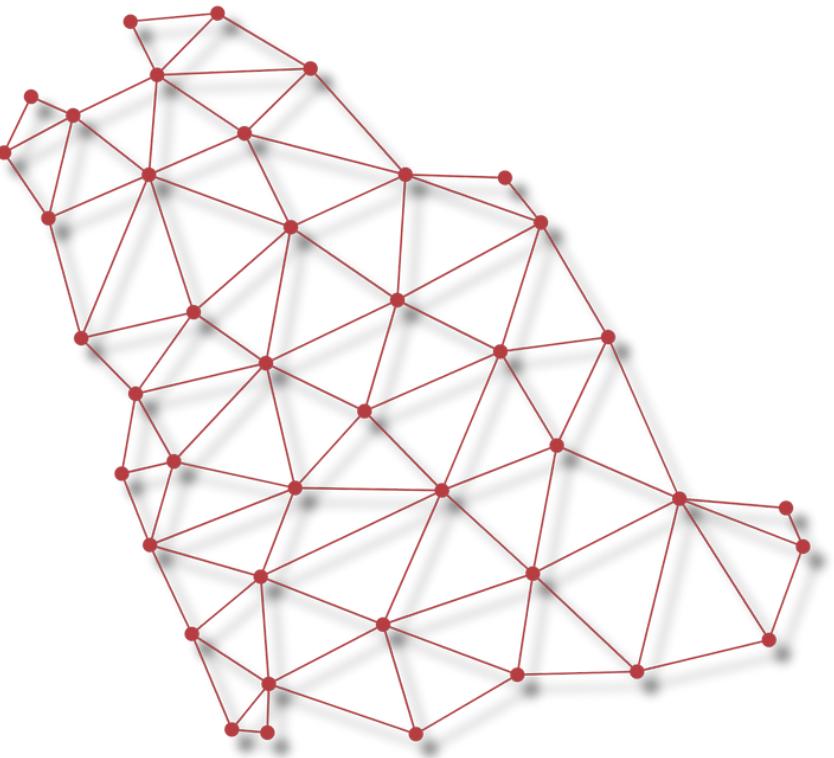
We aim to become leaders in event production, both regionally and internationally, by redefining how people engage with entertainment throughout the year.





# Elements of analysis

- Population at mid-2024 (Saudi and non-Saudi citizens)
- Ratio of males to females
- Division of labor between the public and private sectors
- Income and expenditure based on household income and spending
- Spending priorities by region (food, clothing, entertainment, transportation, etc.)
- Unemployment rates and labor force participation
- The most important contributing economic sectors
- Age groups and education



# General indicators for the Kingdom of Saudi Arabia

**Population (2024):** Approximately 35.3 million as of mid-2024 (stats.gov.sa), comprising about 19.6 million Saudi citizens (55.6%) and 15.7 million non-Saudi residents (44.4%) (stats.gov.sa). The population is predominantly male (en.wikipedia.org) (overall male percentage ~62% compared to 38% female, due to the high number of male expatriate workers). The population growth rate is approximately 4–5% annually (stats.gov.sa).

**Sectoral Distribution of Employment:** The workforce is employed in both the private and public sectors. According to the latest data, the total number of Saudi citizens employed in the private sector reached approximately 2.36 million (saudigazette.com.sa), while non-Saudis hold most of the private sector jobs. The percentage of Saudi citizens employed in the public sector is approximately half of the total Saudi workforce (private and public), reflecting a significant reliance on government jobs. The private sector, however, comprises the largest share of the total workforce (mostly expatriates).

**Average Income and Expenditure:** The 2018 Household Income and Expenditure Survey revealed that the average monthly income of a Saudi household was approximately 14,823 riyals, compared to 11,984 riyals for all households (stats.gov.sa). The average monthly expenditure of a Saudi household was approximately 16,125 riyals, compared to 12,818 riyals for the average expenditure of all households (stats.gov.sa). Saudi households tend to spend the majority of their income on food, beverages, and housing (consumer spending).

**General Economic Indicators:** The Kingdom's revised GDP for 2023 reached approximately 4.5 trillion riyals (stats.gov.sa), distributed between the oil sector (46.8%) and the non-oil sector (53.2%). Non-oil activities are the main driver of growth (projected to increase by 4.6% in 2025) (stats.gov.sa). The overall unemployment rate (including expatriates) is low (~2.8% at the beginning of 2025) (stats.gov.sa), although the unemployment rate among Saudi nationals is higher (around 6-7%), particularly among women (reaching ~10.5% for Saudi women at the beginning of 2025) (stats.gov.sa). The age structure remains young: approximately 24% are under 15 years old (en.wikipedia.org), 72% are between 15 and 64, and 3% are over 65. The percentage of people with a higher education level is high (35% of Saudi women have at least a bachelor's degree) (stats.gov.sa).

# Eastern Region

**Key economic sectors:** Oil and petrochemicals (the massive Al-Ghawar oil field), heavy industry (the Jubail Industrial City is the largest in the world) (en.wikipedia.org). In addition, there are trade, maritime transport (King Abdulaziz Port in Dammam), services, and limited agriculture (the Al-Ahsa Oasis).

**Employment patterns:** High concentration of employment in the public sector and in the oil-related private sector. The region relies heavily on large state-owned oil companies (such as Aramco), which employ large numbers of Saudis, while expatriates constitute a significant portion of the workforce in the private sector (manufacturing, construction, and industrial services).

**Income and expenditure levels:** Due to the oil industry and the relatively high per capita income in the region, average income is significantly higher than the national average. Households in the Eastern Province typically allocate a large portion of their spending to housing, transportation, and food (spending on housing and food can reach 50-60% of total expenditure).

**Population:** The Eastern Province has a population of approximately 5.1 million (2022) (en.wikipedia.org), making it the third most populous region in the Kingdom. More than a third of its population is concentrated in the metropolitan area of Dammam and its surrounding region. The male population is relatively high due to the large number of men employed in the oil industry (the region contains the largest oil fields in the country).

**Major cities:** Dammam (the administrative capital), Al Khobar, Dhahran, Jubail, and Hofuf. Dammam is the largest city and houses the main administrative and commercial centers. Jubail is known for its large industrial city.



# Eastern Region

**Population dynamics and growth rate:** Al-Sharqiyah region experiences moderate population growth, driven by fluctuating migrant labor, with a steady growth in the local population.

**Unemployment and labor force participation:** Unemployment is relatively low due to abundant oil and industrial job opportunities. Male labor force participation remains high (over 70%), while female participation is still lower (but increasing with localization efforts).

**Key findings:** Al-Sharqiyah boasts a robust oil and industrial economy and advanced infrastructure (factories, ports, and airports). Challenges include diversifying the economy beyond oil (by supporting small and medium-sized industrial enterprises) and maintaining balanced population growth. Investment opportunities lie in manufacturing, renewable energy, and logistics. Consumer demand is strong for automobiles, luxury goods, and housing, particularly among affluent households benefiting from oil revenues.

# Aseer Region (Abha)

**Population:** Approximately 2.0 million (2022) (en.wikipedia.org), mostly Saudi citizens. Abha is the capital and a mountainous city with a temperate climate; Khamis Mushait is the largest city in the region. The male-to-female ratio is relatively balanced.

**Major cities:** Abha, Khamis Mushait, Muhayil Asir, Namas.

**Main economic sectors:** Agriculture (mountainous products: wheat, vegetables, fruits, Asir coffee), domestic tourism (mountainous sites, parks), education, and government services. There is no oil industry; however, there are light industries such as sugar processing, date production, and packaging of agricultural products.

**Employment pattern:** The local population relies heavily on the public sector (utilities, education, and healthcare), while the local private sector (retail, small businesses, and tourism) accounts for a moderate share of employment. Women in the region have lower participation rates, but the tourism sector offers additional employment opportunities.

**Income and spending:** Income is below the national average due to the absence of an oil industry, and households typically spend their income on food, housing, and education. The share of spending on food, transportation, and communication is high, given the moderate living standards.

**Population change and growth rate:** Population growth is moderate and stable, with some migration to the main cities (Abha and Khamis Mushait). The region receives a few thousand migrant workers for construction and service sector projects.

**Unemployment and labor force participation:** Unemployment among Saudis is moderate (possibly higher than in major cities), with efforts underway to localize jobs and address skills gaps. Female labor force participation is relatively low (<25%) due to traditional norms, but it is gradually increasing with opportunities in tourism and education.



# Aseer Region (Abha)

**Qualitative conclusion:** Asir region is characterized by its unique natural environment, stunning mountains, and a comfortable lifestyle. Its economic challenges lie in developing the private sector, promoting eco-tourism and agri-tourism, and creating job opportunities for young people. Investment opportunities are abundant in tourism (heritage villages, mountain resorts), sustainable agriculture, and the food processing industry. Consumer demand is primarily focused on agricultural products, fresh food, and traditional products, with the target market being middle-income families seeking comfort and quality products.



# Jazan region

**Population:** Approximately 1.67 million (investsaudi.sa), mostly Saudis, with a mix of residents from coastal oases and urban areas in Jizan and Yaf'a.

**Key governorates:** Jazan (city) and Abu Arish. Jizan is the economic hub, and its proximity to Yemen influences the border region as a trade corridor.

**Main economic sectors:** Intensive agriculture ("the region's breadbasket," producing 30 types of fruits, including mango and other tropical fruits) (investsaudi.sa), and fisheries (contributing 20% of the national fish production) (investsaudi.sa). There are also significant oil and petrochemical industries (Jazan Refinery and the Jazan Petrochemical Complex) (investsaudi.sa), and a growing tourism sector (Farsan Islands and the Vifa Mountains).

**Employment patterns:** The private sector accounts for the largest share of employment (agriculture, manufacturing, fishing), while the government provides the main source of employment for Saudis in public services and local administration. Foreign workers constitute a significant portion of the workforce in agriculture and manufacturing. Women's economic participation is increasing, particularly in agricultural projects and handicrafts.

**Income and expenditure:** Average income is relatively low; most households rely on agriculture, fishing, and government subsidies for their livelihood. Expenditures are concentrated on food, housing, and transportation (due to the high import dependence on food). The share of expenditure on food can exceed 40%, given the agricultural nature of the economy and the lack of local food processing industries.



# Jazan region

**Population change and growth rate:** There is moderate population growth, with limited internal migration to major cities. Development projects, such as the Jizan refinery, may attract more workers, thus leading to a slight increase in population.

**Unemployment and labor force participation:** Unemployment is moderate among Saudis. The rate of Saudi employment in the private sector is relatively low, hence the emphasis on agricultural training programs. The share of the workforce employed in the agricultural sector is high, while the percentage of women in the workforce (around 20-25%) is gradually increasing, particularly in agricultural-related occupations and local procurement activities.

**Key findings:** Jazan is characterized by its agricultural and coastal nature. The main challenge is diversifying its economy beyond its limited agricultural sector and developing infrastructure. Significant opportunities exist in export-oriented agriculture, ecotourism (particularly the Farsan Islands marine reserve), and the food processing industry. Consumer demand is primarily focused on fresh food and agricultural products, targeting rural households, fishermen, and local consumers.



# Tabuk region

**Population:** Approximately 0.97 million (2020) ([investsaudi.sa](https://www.investsaudi.sa)), with a relatively low population density. The region includes Tabuk (the provincial capital) and several coastal cities.

**Key cities:** Tabuk (city), Yanbu (on the coast), and Al-Mij. The region also serves as a gateway for pilgrims arriving via the border crossing with Jordan.

**Main economic sectors:** Tourism and leisure: The NEOM, Red Sea, and Amaala (luxury resort) projects are driving significant growth in the tourism sector ([investsaudi.sa](https://www.investsaudi.sa)). Agriculture: Modern desert farming and fishing (in the Gulf of Aqaba).

**Advanced industries:** The NEOM City project, Yanbu Industrial City, and the information technology and renewable energy sectors.

**Employment trends:** Rapid growth in private sector jobs, particularly with the implementation of major projects (tourism, hospitality, technology, and construction). The government has also created numerous administrative positions in Tabuk city. Foreign workers are heavily involved in the construction and hotel sectors, while Saudis are employed in tourism, services, and government projects.

**Income and Spending:** Regional income has increased due to major investment projects. Local consumer spending is high on housing, entertainment, and household goods (as a result of the influx of families whose members work on these projects). Population Change and

**Growth Rate:** Tabuk has experienced significant population growth in recent years, driven by large-scale projects and investments (the population increase is estimated to be in the hundreds of thousands during the current decade).



# Tabuk region

**Unemployment and labor force participation:** Saudi Arabia has a high employment rate (92% in 2022) ([investsaudi.sa](https://investsaudi.sa)) due to new projects.

Women's labor force participation has increased slightly (opportunities in hospitality and retail).

**Qualitative analysis:** Tabuk is undergoing unprecedented economic transformation due to major Vision 2030 projects (NEOM, Red Sea projects), distinguishing it with a modern investment infrastructure and global attractions. The main challenge is developing a sustainable human capital infrastructure (training and upskilling the local workforce). Investment opportunities exist in luxury tourism, renewable energy, IT, and smart agriculture. The consumer market targets workers in large-scale projects (local and expatriate employees), with growing demand for luxury housing and tourism services.



# The Medina region (excluding Yanbu)

Population: Approximately 2.29 million (2020) ([investsaudi.sa](https://www.investsaudi.sa)). This includes the population of the city of Madinah, as well as the Al-Malamij and Industrial City districts. There is significant migration from other provinces, and moderate internal migration.

Main cities/regions: Madinah (the second holiest city in Islam), Al-Ayun, and Al-Rumaylah, including the Yanbu Industrial City.

Key economic sectors: Religious tourism: Madinah hosts more than 90% of domestic and international pilgrims ([investsaudi.sa](https://www.investsaudi.sa)), making it a major pilgrimage center. Cultural and natural tourism: The AlUla project (the largest tourism project in the world) is a heritage and natural tourism destination. Industry: Yanbu Industrial City (petrochemicals and chemicals) ([investsaudi.sa](https://www.investsaudi.sa)), and King Fahd Port (the largest oil port on the Red Sea). Mining (phosphate and manganese) in surrounding villages.

Employment pattern: The public sector is dominant (Hajj and Umrah administration, public services, security). The private sector is primarily based on tourism (hotels, restaurants, Hajj services) and industry in Yanbu. Foreign workers are concentrated in hotels and factories. The Saudi labor force participation rate (93% employment) is relatively high. ([investsaudi.sa](https://www.investsaudi.sa))

Income and expenditure: Relatively high incomes for religious scholars and those working in the Hajj sector. Household spending is primarily on accommodation, food, and transportation during the Hajj season. Significant amounts are spent on hospitality and services. The share of expenditure on accommodation and services (90%) is high during peak periods.

Population dynamics and growth rate: Population growth is slow outside of the Hajj season. The city area attracts temporary residents during the Hajj pilgrimage. Development plans, such as the expansion of the Grand Mosque and tourism projects, provide the region with sustainable opportunities.





Unemployment and labor force participation: Saudi Arabia has a relatively low unemployment rate (around 5-6%). Female labor force participation is increasing in the education and healthcare sectors (exceeding 30%). Qualitative conclusion: Medina boasts a significant religious and tourism-based economy. Challenges include managing the high demand during the Hajj season and ensuring adequate infrastructure. Investment opportunities exist in real estate and hospitality, service technology (digital Hajj solutions), and mining industries.

Consumption patterns: High during the Hajj season (hosting pilgrims), and also targeting families working in the religious tourism and hotel sectors.

# Yanbu city (Madinah region)

**Population:** Approximately 332,000 (2022) in the city of Yanbu (on the eastern shore of the Red Sea). It is an important industrial city in the Yanbu Governorate of the Medina Region.

**Main economic sectors:** Oil and petrochemicals (Yanbu Industrial City); oil refining and chemical product exports. The Yanbu Red Sea port receives oil and gas tankers. Limited tourism (nature reserves and local markets).

**Employment pattern:** The majority of the population consists of expatriate workers in the industrial sector (factories and ports), while Saudis primarily work in government, education, and service sector jobs within the city.

**Income and Expenditure:** The high income of industrial workers raises the overall household income in Yanbu. Expenditure is relatively high on housing and utilities (a large portion of income goes towards rent and daily living expenses). Unemployment and Labor Force

**Participation:** High unemployment is not a problem due to the limited availability of jobs outside the industrial sector. Women's participation in the workforce is low (few Saudi women work in the service sector). Qualitative Conclusion: Yanbu is a purely industrial city, heavily reliant on oil and petrochemicals. The main challenge is achieving sustainable urban development (providing housing and services for the growing population). There is significant potential for developing industrial and maritime service sectors. Consumer demand focuses on housing and the needs of migrant workers (most of whom are young).



# Hail region

Population: Approximately 0.75 million (2020) ([investsaudi.sa](https://investsaudi.sa)), with a significant rural population (agriculture and desert areas).

Main cities/regions: Hail (city), Shamali, and Buraidah.

Key economic sectors: Agriculture (over 15,000 farms, producing crops such as potatoes, barley, wheat, and almonds) ([investsaudi.sa](https://investsaudi.sa)). Agricultural activities range from traditional farming to modern greenhouses. Domestic tourism is thriving (historical sites such as the castles of Hail, unique natural areas, and a UNESCO World Heritage site).



Employment pattern: The agricultural sector and family farms form the backbone of the local economy. The government provides employment opportunities for the local population (public services, education, and healthcare). The local private sector is limited (shops, restaurants, and tourism services).

Income and expenditure: Rural incomes are modest and fluctuate with the agricultural seasons. Spending is concentrated on food, housing, and energy (fuel). High food expenditure is typical due to the reliance on agriculture, with increased spending on utilities (electricity and water) in recent years.

Population dynamics and growth rate: Population growth is moderate, with a trend of migration to Hail city and Riyadh in search of better opportunities. Large-scale tourism and development projects (such as the Diriyah Gate tourism project) could attract more residents.



,Unemployment and labor force participation: The labor force participation rate is high (93% employment rate) ([investsaudi.sa](http://investsaudi.sa)). However youth unemployment remains a problem (reaching 8-10%). Women's participation in the workforce has increased slightly with the implementation of programs for women's empowerment and education (around 30%). Qualitative conclusion: Hail is known for its 'agricultural resources and rich history. The biggest challenge is increasing the value added in the agricultural sector and improving farmers incomes (for example, through food processing). Investment opportunities exist in the food processing industry, smart agriculture, and cultural tourism. Local consumer demand focuses on agricultural products and food, with a significant segment of the workforce employed in agricultural services and rural households

# Makkah region

**Population:** The Kingdom's most populous region, with approximately 9.26 million inhabitants (2020) ([investsaudi.sa](https://www.investsaudi.sa)). It includes Mecca, Jeddah (the largest city), Taif, Al-Jamoom, and Al-Khunfush.

**Key cities:** Mecca, Jeddah (the main commercial port), Taif (a popular summer resort), Rabigh.

**Main economic sectors:** Religious and cultural tourism: Mecca hosts millions of pilgrims and visitors annually, and the Hajj-related trade (retail, hospitality) is a major economic driver. Deserts and coastlines: New cultural and recreational projects (such as the Red Sea Project west of Taif). Industrial and commercial cities: Jeddah is a major hub for trade and industry (King Abdulaziz Port – the largest port), and new economic zones are being developed. Mining: (marble, minerals). Media and technology: Known as the media region (Saudi Media Center).

**Employment pattern:** The private sector is dominant (approximately 94% of employment in 2022) ([investsaudi.sa](https://www.investsaudi.sa)), primarily in trade and services. The public sector is significant in Mecca, focusing on emergency services and religious services. A high percentage of expatriates work in construction and trade, while Saudis are concentrated in hospitality, education, and the public sector. **Income and spending:** Income levels vary; residents of Jeddah have an average income and spend a significant portion on housing, food, and transportation ([investsaudi.sa](https://www.investsaudi.sa)). Households around the Grand Mosque spend considerably on accommodation and hospitality. Total spending in the region includes 12% of global exports passing through the Suez Canal (making it a major trade hub) ([investsaudi.sa](https://www.investsaudi.sa)).



# Makkah region

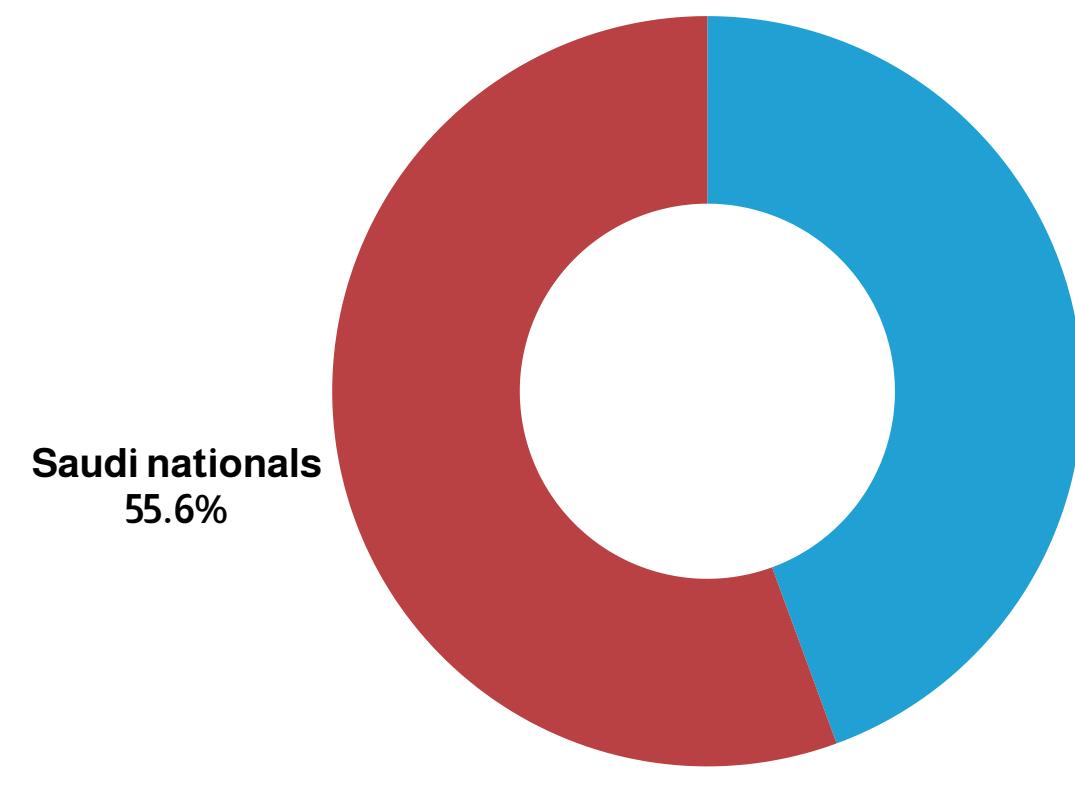
**Population Dynamics and Growth Rate:** The region is experiencing continuous population growth due to internal migration and urban expansion in Jeddah and Taif. Public transportation and urban development plans aim to accommodate this population growth.

**Unemployment and Labor Force Participation:** Unemployment is relatively low. Female labor force participation exceeds 30% in Jeddah and Makkah (primarily in the education and services sectors). Young people are heavily represented in the hospitality and retail sectors.

**Qualitative Analysis:** Makkah (and Jeddah and Taif) are unique in combining religious and economic significance. Challenges include developing infrastructure to accommodate large crowds (housing, public transportation), and diversifying the economy beyond the Hajj season. Investment opportunities exist in transportation and logistics, media and entertainment, and light industries. Consumer demand is high in sectors such as hotels and Islamic products (such as the cloth used for covering the Kaaba), with a focus on pilgrims and middle-income families.

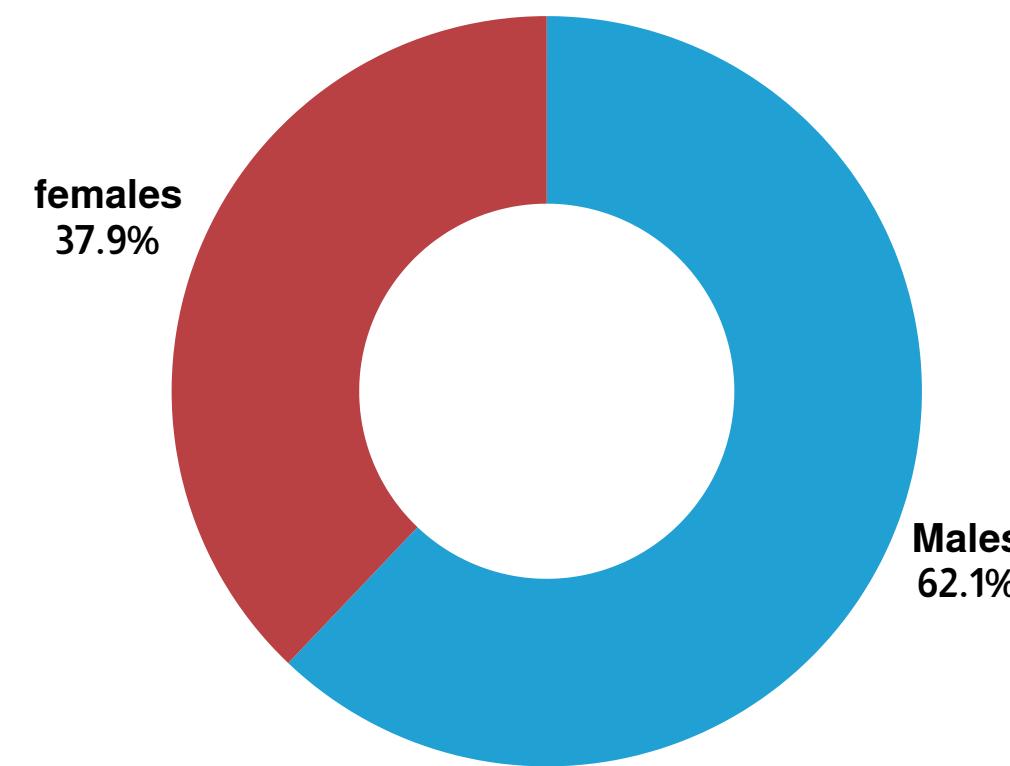


# Saudi Arabia in numbers



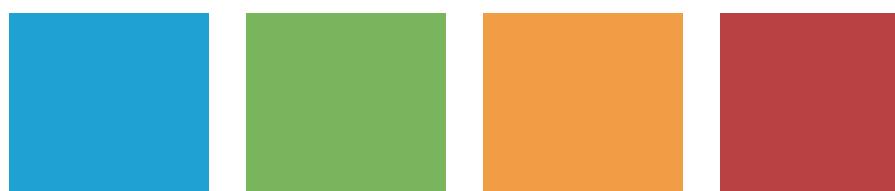
**population ratio**

[muo.mda.gov.sa](http://muo.mda.gov.sa)

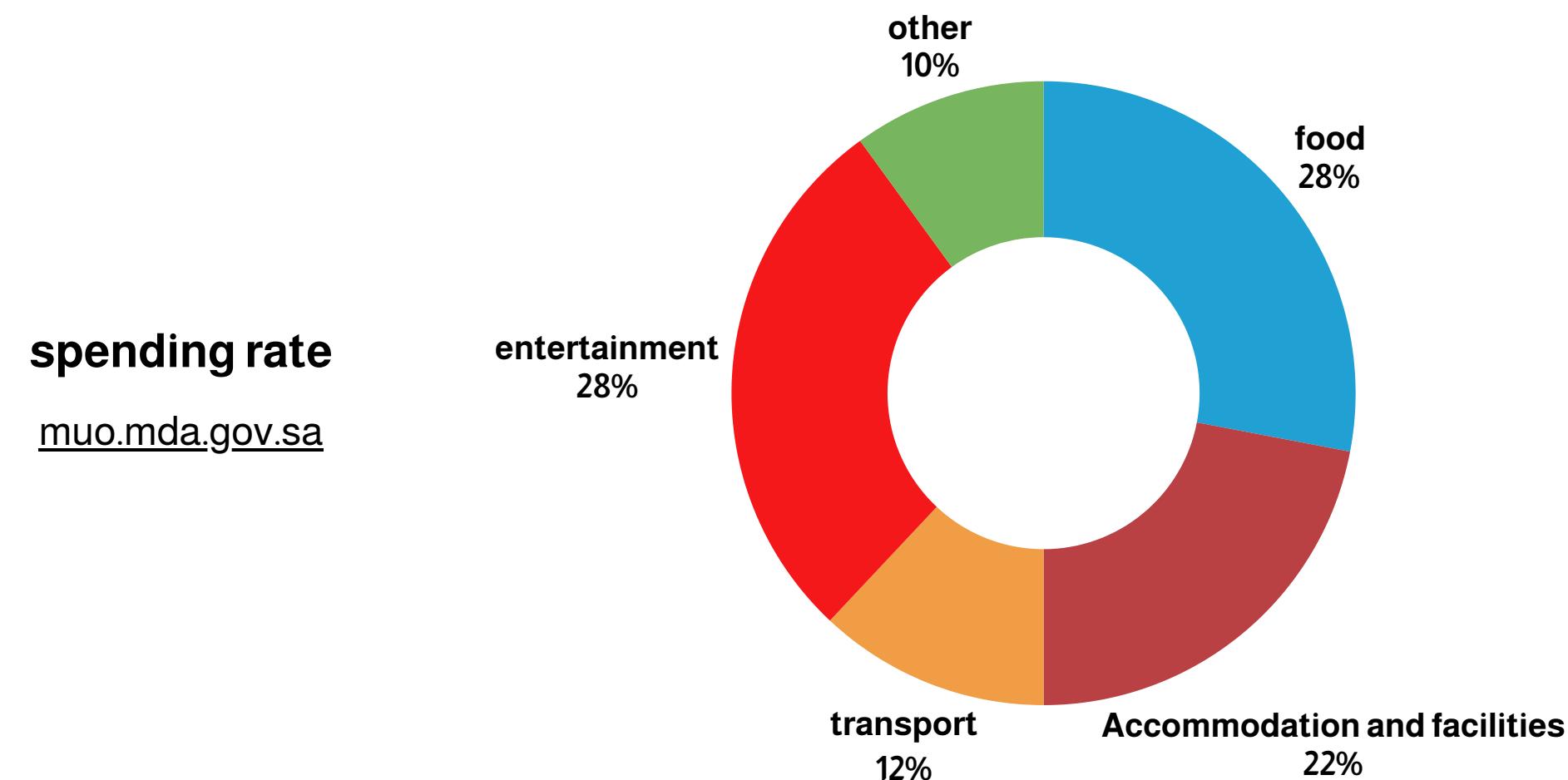


**Ratio of males to females**

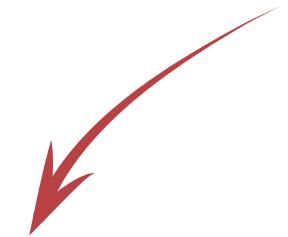
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# Saudi Arabia in numbers



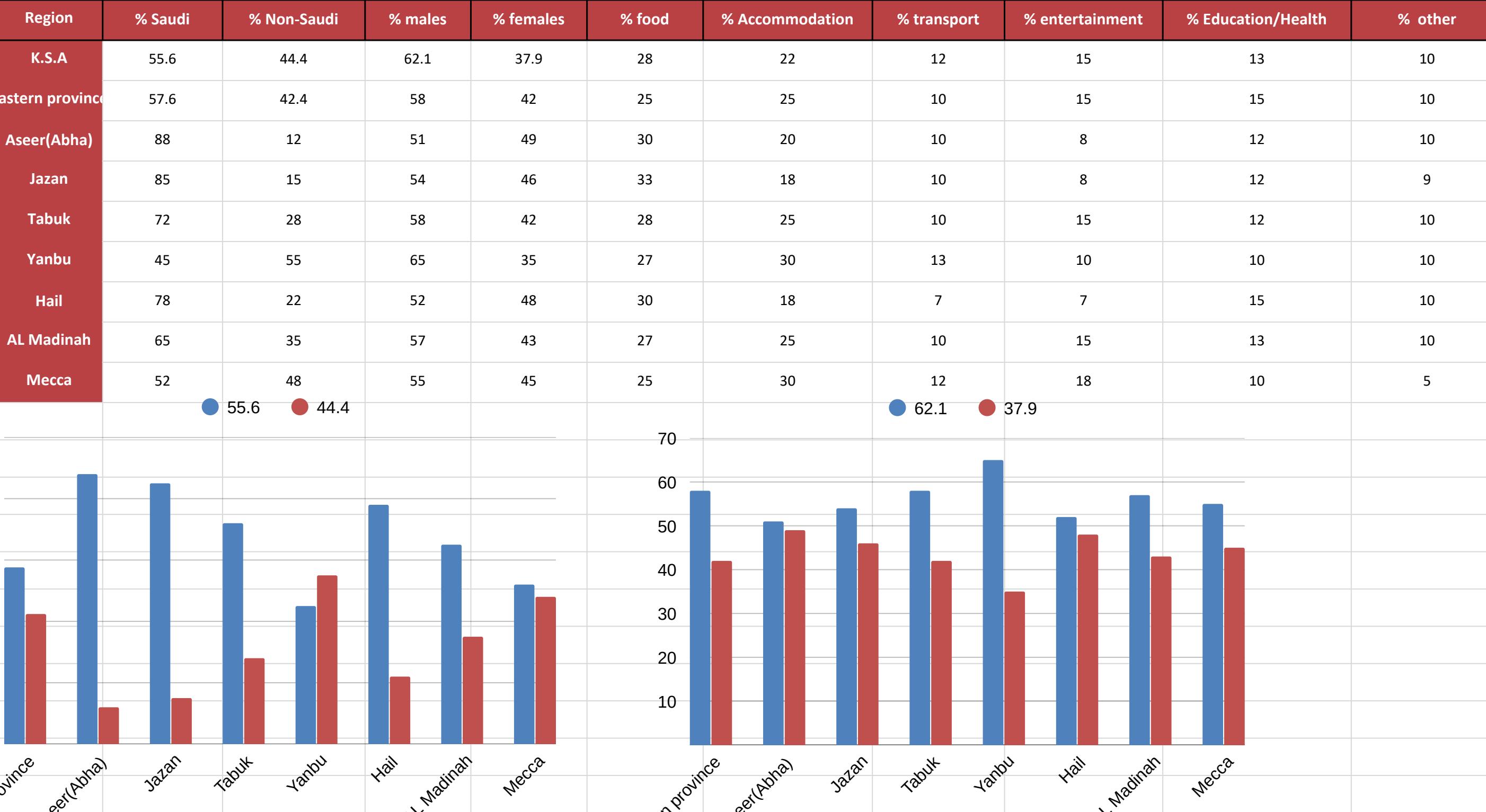
# Saudi Arabia in numbers



**Full Excel file**

<https://shorturl.at/500I1>





# Sources used in the analysis

## **General Authority for Statistics (GASTAT):**

- Mid-year population statistics (Population Estimates).
- Household Income and Expenditure Survey (HIES).
- Labour Force Survey (LFS).

## **Ministry of Human Resources and Social Development (HRSD):**

- Labour market data and employment distribution (public vs. private sector).

## **Saudi Arabian Monetary Authority (SAMA):**

- "Mada" reports on spending and consumption patterns by region.
- Annual and statistical reports on the Saudi financial sector and economy.

## **Supporting sources (economic reports):**

- Ministry of Economy and Planning reports on Saudi Vision 2030.
- Regional reports (Makkah, Madinah, Eastern Province, Asir) on development and spending.





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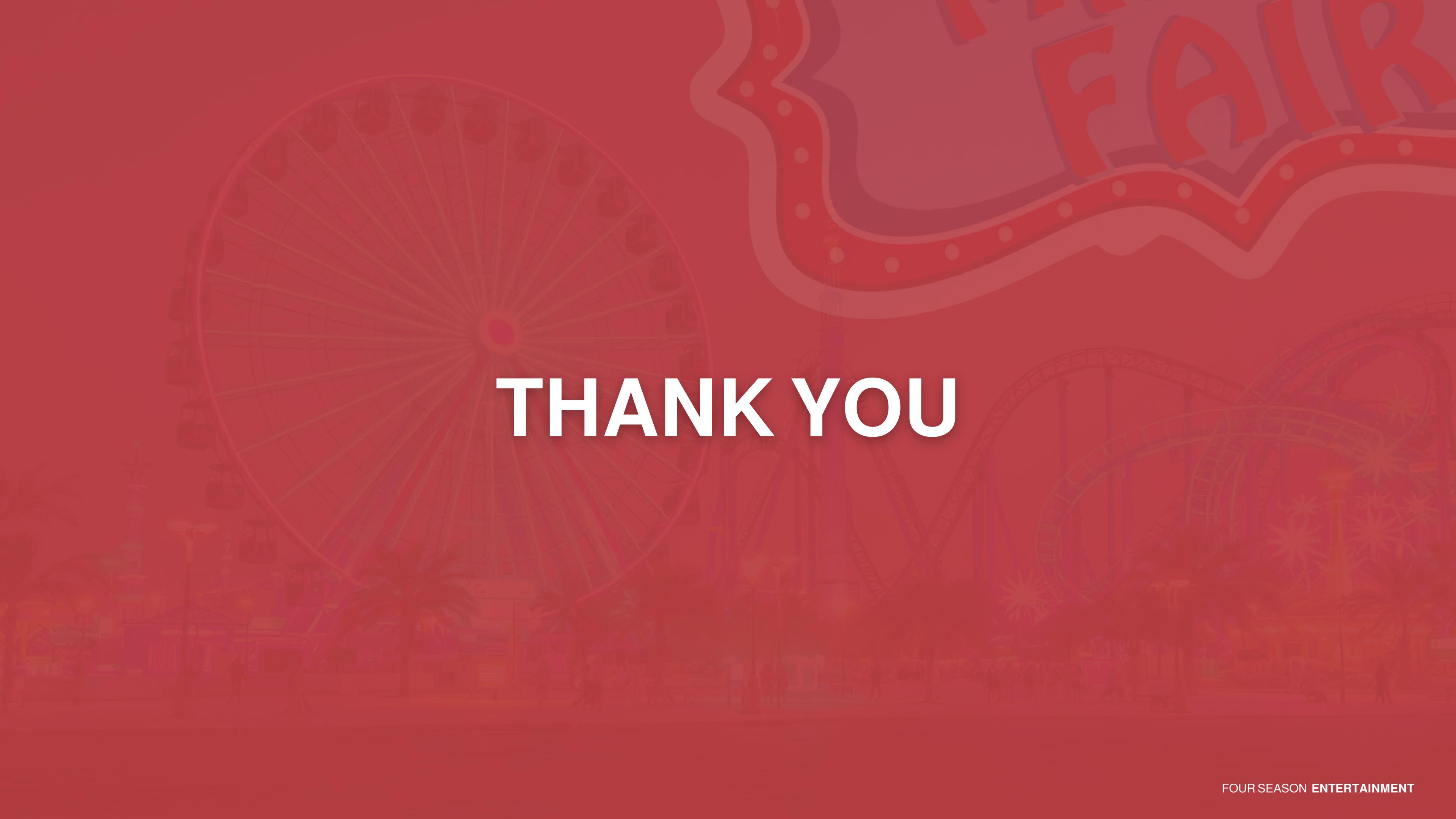


**You can reach via E-mail**

Ali@mawasm.co

**You can call us**

+966599956606



# THANK YOU